



BRAND STYLE GUIDE

SERVING LAND AND PEOPLE



BRAND STYLE GUIDE

Sequoia Riverlands Trust (SRT) is a regional nonprofit land trust dedicated to strengthening California’s heartland and the natural and agricultural legacy of the southern Sierra Nevada and San Joaquin Valley. The wealth, productivity, and beauty of this land inspire our work to conserve it for the prosperity and enjoyment of future generations.



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INTRODUCTION BRAND STYLE GUIDE

WELCOME TO THE SRT BRAND STYLE GUIDE



We hope you'll find this document helpful in guiding the SRT-related graphic content that you create. We appreciate your spirit of collaboration in upholding the SRT brand and good general design principles.

For this Brand & Style Guide we aimed to create a user-friendly document to assist you in completing your projects with minimal supervision. However, we realize that you may have questions or sometimes need guidance. If so, please let us know; we will gladly offer support with the goal of presenting to the public the most professional, on-brand SRT content possible. Please do not hesitate to reach out to me at the email address provided. I will look forward to assisting you.

Best Regards,

Aaron Collins
aaron@sequoiariverlandstrust.org
(559) 738-0211 x118

MOVING INTO A NEW ERA OF OPPORUTINITY

Dear Sequoia Riverlands Trust team,

SRT has been around for more than 2 decades, but we are moving into a new era of opportunity, adventure, and growth. Our brand identity is essential to communicating with a consistent voice, look, and feel. When people read or hear something from us - no matter who they talk to or what publication they read - we want them to have a strong sense of who and what SRT is.

Found within this guide are the important keys to communicating our brand identity. The majority of this document discusses logos, designs, and font standards. But, before we get into CMYK colors and document margins, let me be clear that this guide is incomplete and useless on its own. That's because we are counting on YOU, each member of the SRT team, to represent our brand and help us step into our full potential as an organization.

Thank you for taking the time to review and use this Brand Style Guide. Please save the link for reference when creating documents and graphics, and also when working with those outside our organization who will create work on our behalf, and please reach out to Aaron and the Investments & Partnerships team with any questions that come up.

All the best,

Logan Robertson Huecker, PhD



WHAT WE DO AT SRT



THANK YOU BEING A PART OF SEQUOIA RIVERLANDS TRUST

For over 20 years, SRT has collaborated with landowners, agencies, and other nonprofit conservation organizations to protect more than 43,300 acres of natural lands across nine southern San Joaquin Valley Counties, including within Carrizo Plain National Monument. SRT's nature preserves protect almost 15,000 acres of native landscapes, woodland communities and wildlife habitat. SRT also holds conservation easements on more than 28,000 acres of protected open space land, many on working farms and ranches.

PROTECT OUR LAND

✓ SRT collectively protects over 10,400 acres of remnant landscapes



SRT HOLDS
CONSERVATION
EASEMENTS ON
MORE THAN
28,000 ACRES
OF PROTECTED
OPEN SPACE
LAND, MANY
ON WORKING
FARMS AND
RANCHES.

WE PROTECT NATURE

SRT owns and manages seven nature preserves and numerous other grant- and mitigation-funded conservation properties that collectively protect over 10,400 acres of remnant landscapes, woodland communities and wildlife habitat.

WE PROTECT FARMLAND

SRT holds 75 conservation easements on approximately 26,000 acres of land, most of them on working farms and ranches, as well as 10 deed restrictions on 4100 acres in and around the Carrizo Plain. As an accredited land trust, we follow the nationally recognized Land Trust Alliance Standards and Practices, which set rigorous requirements for land transactions, holding and monitoring easements, and managing endowment funds to support long-term stewardship.

✓ SRT holds 75 conservation easements on approximately 26,000 acres of land

✓ SRT follows the nationally recognized Land Trust Alliance Standards and Practices

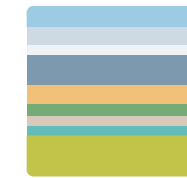
SRT LOGOTYPE

A LOGOTYPE, OFTEN REFERRED TO SIMPLY AS A *LOGO*, IS A GRAPHIC SYMBOL, WORDMARK, OR COMBINATION OF BOTH THAT REPRESENTS A BRAND, COMPANY, ORGANIZATION, INDIVIDUAL, OR IN SRT'S CASE, A NON-PROFIT.

The logo is a distinctive visual element used for instant recognition and brand identification. Logotypes are an integral part of a brand's visual identity and are commonly found on various brand materials, such as business cards, websites, signage, packaging, and marketing collateral.

FULL LOGOTYPE

Full Sequoia Riverlands Trust Logo



SEQUOIA
Riverlands Trust

Logo

Logotype

SINGLE LOGOTYPES



SEQUOIA
Riverlands Trust

The Logo Symbol

In porttitor sem non augue posuere, sed dignissim turpis egestas. Vestibulum fermentum nulla.

Duis eget molestie sapien. Ut laoreet euismod velit cursus porttitor. In placerat tempus congue.

The Logo Title

In porttitor sem non augue posuere, sed dignissim turpis egestas. Vestibulum fermentum nulla.

Duis eget molestie sapien. Ut laoreet euismod velit cursus porttitor. In placerat tempus congue.

LOGO VERSIONS

SEQUOIA
Riverlands Trust

Logo Dark Version

Will be used when the background color is light colored.

SEQUOIA
Riverlands Trust

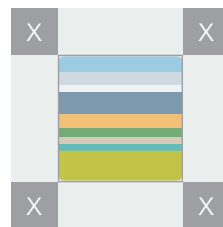
Logo Light Version

Will be used when the background color is dark colored.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

ENSURE THE SRT LOGO IS VISUALLY APPEALING, LEGIBLE, AND EFFECTIVE IN VARIOUS CONTEXTS.

Logo Construction defines how the logo should be visually designed and structured, *Clearspace* outlines the minimum empty area required around the logo to maintain visibility and legibility, and *Computation* provides precise measurements and technical specifications for reproducing the logo for different mediums, or applications.



COMPUTATION

For horizontal logo clearspace around the entire logo based on logo width

Ex: If logo is 3" wide then clearpace will be 1/4"

VERTICAL LOGOTYPE



LOGO BACKGROUNDS



LOGO BLACK & WHITE



DO'S AND DON'TS HORIZONTAL LOGO

Do not place the logo on 3 lines



Do not invert the logo or the symbol



Do not alter the logo or the symbol



Do not alter the logo style or change the font



Do not change the size relationship between the logo symbol and logo type



Never change the proportions of the logo vertically or horizontally or alter the appearance in any way



Correct horizontal logo

Never alter the logo in any way

DO'S AND DON'TS VERTICAL LOGO

Do not place the logo on 3 lines



Do not invert the logo or the symbol



Do not alter the logo or the symbol



Do not alter the logo style or change the font



Do not change the size relationship between the logo symbol and logo type



Never change the proportions of the logo vertically or horizontally or alter the appearance in any way



Correct vertical logo

Never alter the logo in any way

WHEN TO USE LOGO TAGLINE

THE DECISION TO USE A LOGO TAGLINE OR NOT DEPENDS ON VARIOUS FACTORS, INCLUDING YOUR BRAND STRATEGY, TARGET AUDIENCE, AND THE OVERALL MESSAGE TO CONVEY.

PARAMETER

Use logo tagline

-

Clarity is Needed

Brand Differentiation

Memorability & Recall

Emotional Connection

Expanding Brand Message

Changing Brand Message

Brand Storytelling

Do not use logo tagline

-

Simplicity is Key

Visual Impact

Target Audience Preferences

Industry Norms

Logo Design Constraints

Brand Recognition



Logo with tagline



Logo without tagline

SEQUOIA RIVERLANDS TRUST LOGO HEIRARCHY

ESTABLISHING A CLEAR LOGO HIERARCHY IS CRUCIAL TO MAINTAIN CONSISTENCY, TO ENSURE EFFECTIVE BRAND COMMUNICATION.

PARAMETER

SRT Brand Dominance

The parent brand (SRT) should typically maintain a dominant and consistent presence across all sub-brands.

Heirarchy

Establish a clear visual hierarchy that clearly communicates the relationship between SRT and sub-brands.

Sub-Brand Identities

While maintaining consistency, allow sub-brands to have distinct visual identities that reflect their unique attributes.

Size & Position

Feature the SRT prominently, ideally at the top or center, with sub-brands positioned below or beside to illustrate their hierarchical connection.



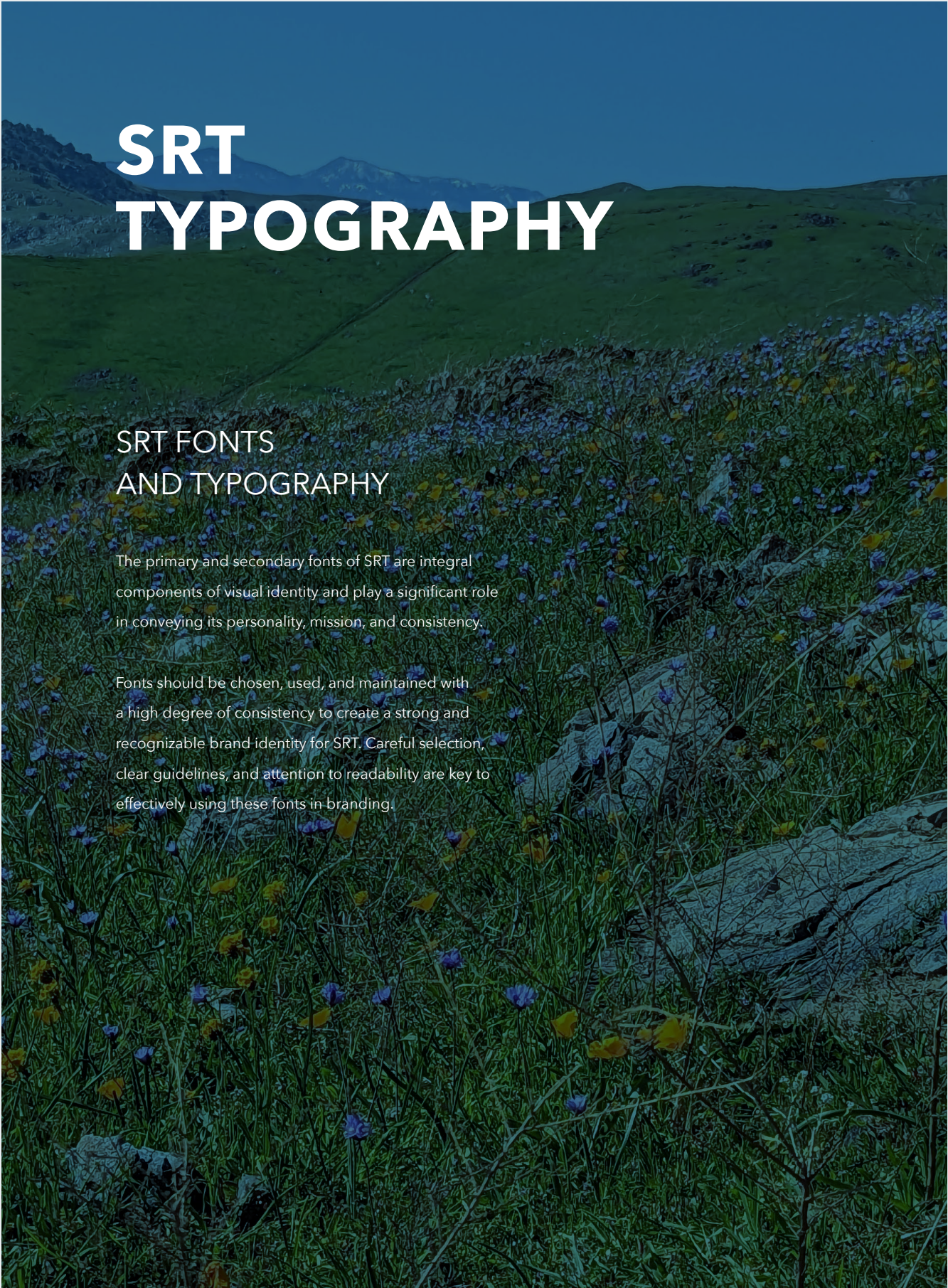
Display SRT logo first



Display SRT logo first

ADAPTIBILITY

Heirarchy should be adaptable to future changes or additions to the SRT family.



SRT FONTS AND TYPOGRAPHY

The primary and secondary fonts of SRT are integral components of visual identity and play a significant role in conveying its personality, mission, and consistency.

Fonts should be chosen, used, and maintained with a high degree of consistency to create a strong and recognizable brand identity for SRT. Careful selection, clear guidelines, and attention to readability are key to effectively using these fonts in branding.

SRT FONT 01 AVENIR NEXT

01

PRIMARY FONT:
AVENIR NEXT
-

DESIGNER:
ADRIAN FRUTIGER
-

REGULAR

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

BOLD

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

FIGURES

0	1	2	3	4	5	6	7	8	9	0
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CHARACTERS

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SRT FONT 02

AVENIR NEXT CONDENSED

02

SUPPORTING FONT:
AVENIR NEXT
CONDENSED
-

DESIGNER:
ADRIAN FRUTIGER
-

REGULAR

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

BOLD

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

FIGURES

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CHARACTERS

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SRT FONT 03

AVENIR NEXT HEAVY

03

PRIMARY FONT:
AVENIR NEXT HEAVY
-

DESIGNER:
ADRIAN FRUTIGER
-

HEAVY

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

REGULAR

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

FIGURES

0	1	2	3	4	5	6	7	8	9	0
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CHARACTERS

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SRT FONT 04

CRIMSON TEXT

04

SUPPORTING FONT:
CRIMSON TEXT
-

DESIGNER:
SEBASTIAN KOSCH
-

REGULAR

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

BOLD

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

FIGURES

0	1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---	---

CHARACTERS

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«	Σ	€	®	†	Ω	”	/	ø	ω	•	±	‘	

TEXT HIERARCHY

HEADLINE 1
52pt

HEADLINE

HEADLINE 2
36pt

HEADLINE

HEADLINE 3
28pt

HEADLINE

HEADLINE 4
18pt

SECTION HEADLINE

HEADLINE 5
12pt

HEADLINE OR SUBLINE

BODY TEXT
8pt

Body Text

SMALL TEXT
6pt

Body Text for small caption text

HIERARCHY
DESCRIPTION

The primary goal of a type hierarchy is to ensure that the message is being conveyed is easily comprehensible and effectively communicated. Strategically applied typographic variations, can help viewers navigate through the content.

Type hierarchy helps users understand the content's structure, ensuring that the most important information is noticed first.

SRT

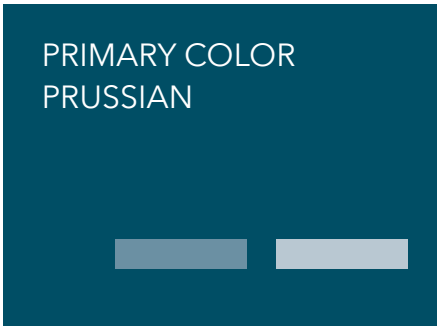
COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Primary Colors: Primary colors of Sequoia Riverlands Trust are foundational colors and should be used consistently to build and reinforce overall brand identity.

to maintaining the overall brand consistency and the SRT look and feel across all materials and applications

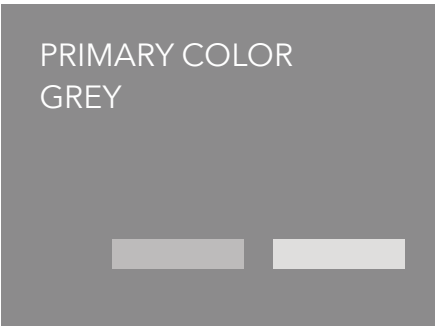
Careful color selection and restraint are key



PRIMARY COLOR
PRUSSIAN

COLOR CODES

CMYK : 95% 35% 25% 50%
Pantone : 4975C
HSB : 1933° 100% 29%
RGB : 0 77 101
Web : #004D65



PRIMARY COLOR
GREY

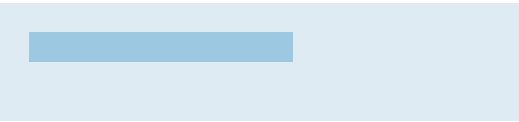
COLOR CODES

CMYK : 36% 30% 30% 20%
Pantone : 297C
HSB : 340° 1% 55%
RGB : 140 139 140
Web : #8C8B8C

SECONDARY COLOR SYSTEM

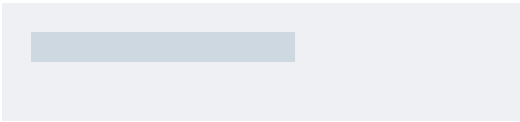
Secondary Colors:

Secondary colors should enhance and complement your SRT's primary colors while maintaining visual purpose and consistency throughout the brand, such as in backgrounds and color fields, etc.



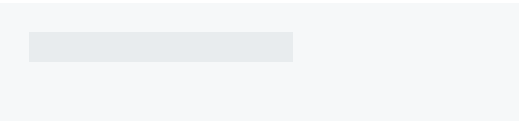
Color Codes

CMYK : 37% 8% 4% 0%
Pantone : 3577
HSB : 201° 31% 88%
RGB : 156 203 228
Web : #9CCBE4



Color Codes

CMYK : 18% 9% 6% 0%
Pantone : 2204
HSB : 206° 8% 88%
RGB : 206 217 226
Web : #CED9E2



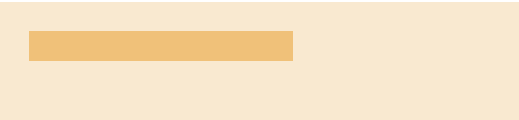
Color Codes

CMYK : 5% 2% 2% 0%
Pantone : 656
HSB : 202° 2% 93%
RGB : 239 242 244
Web : #EFF2F4



Color Codes

CMYK : 55% 32% 23% 0%
Pantone : 7683
HSB : 205° 29% 68%
RGB : 124 153 174
Web : #7C99AE



Color Codes

CMYK : 4% 25% 60% 0%
Pantone : 142
HSB : 36° 50% 94%
RGB : 242 193 121
Web : #F2C179



Color Codes

CMYK : 58% 14% 68% 1%
Pantone : 3539
HSB : 120° 31% 68%
RGB : 117 171 118
Web : #75AB76

SECONDARY COLOR SYSTEM

Secondary Colors:

Secondary colors should enhance and complement SRT's primary colors while maintaining visual consistency and readability. They should be used with purpose and consistency throughout the brand.



Color Codes

CMYK : 15% 18% 25% 0%
Pantone : 2309
HSB : 30° 15% 85%
RGB : 216 201 186
Web : #D8C9BA



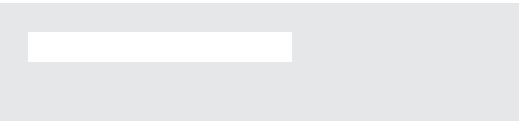
Color Codes

CMYK : 60% 5% 30% 0%
Pantone : 7460
HSB : 179° 48% 74%
RGB : 97 188 186
Web : #61BCBA



Color Codes

CMYK : 28% 13% 88% 0%
Pantone : 583
HSB : 60° 63% 76%
RGB : 194 195 73
Web : #C2C349



Color Codes

CMYK : 0% 0% 0% 10%
Pantone : Cool Gray 1C
HSB : 212° 1% 91%
RGB : 230 231 232
Web : #E6E7E8



COLOR USAGE

Use the secondary palette to accent and support primary color palette.

STATIONERY SYSTEM

COMMUNICATION MATERIALS FOR PRINT

Branded communication materials for print are indispensable tools in shaping SRT's visual identity and establishing a strong brand presence. These materials, ranging from business cards to brochures, act as tangible expressions of SRT's personality and values. The use of consistent branding elements such as logos, colors, and fonts ensures a cohesive and recognizable look across different print collateral.

The tactile nature of print enhances the overall brand experience, fostering a sense of authenticity and trust. These materials serve as storytellers, communicating SRT's essence and core values.

ORGANIZATION LETTERHEAD

THIS SHOWS THE APPROVED LAYOUTS WITH THE PRIMARY ELEMENTS OF SRT’S STATIONERY SYSTEM FOR THE FRONT OF THE LETTERHEAD.

PARAMETER

Dimensions
8.5” X 11”

Weight
90g/m
Uncoated white

Print
CMYK

Usage
-
The letterhead will be used for all official contact and communication of SRT.



ALTERNATE LETTERHEAD FOR IN-HOUSE PRINTING

THIS SHOWS THE APPROVED ALTERNATE LAYOUT WITH THE PRIMARY ELEMENTS OF SRT’S STATIONERY SYSTEM FOR THE FRONT OF THE LETTERHEAD. TO BE USED WHEN A FULL BLEED IS NOT AVAILABLE WHEN PRINTING.

PARAMETER

Dimensions
8.5” X 11”

Weight
90g/m
Uncoated white

Print
CMYK

Usage
-
Alternate letterhead will be used for all official contact and communication of SRT when in-house printing, or when printing with a full bleed is not possible.



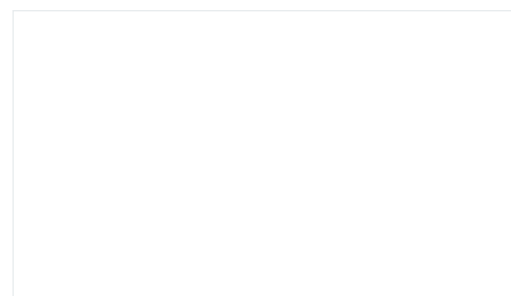
BUSINESS CARDS

THIS SHOWS THE APPROVED LAYOUTS WITH THE PRIMARY ELEMENTS OF SRT’S STATIONERY SYSTEM FOR BUSINESS CARDS.

PARAMETER	
Dimensions	
3.5” x 2”	
Weight	
16 lbs	
Uncoated white	
Print	
CMYK	
Usage	
-	
The business cards will be used for all official contacts of SRT.	



Business Card Fronts

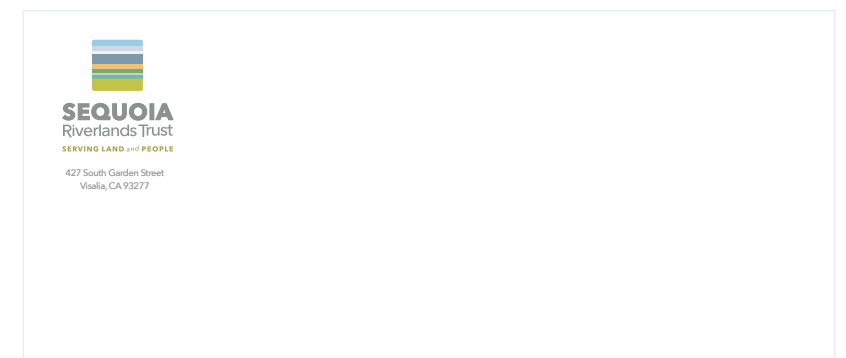


Business Card Back

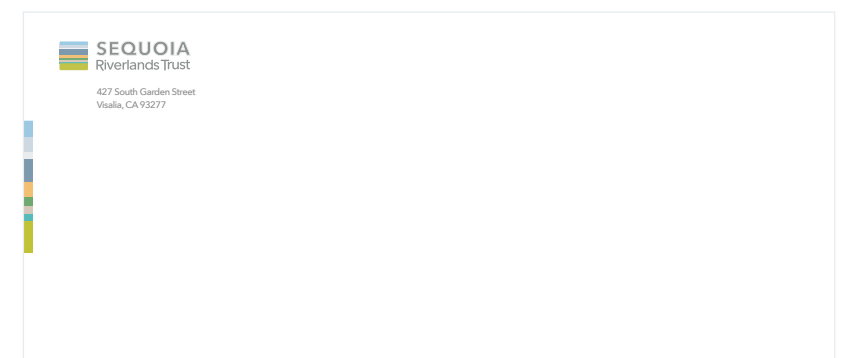
ORGANIZATION ENVELOPE

THIS SHOWS THE APPROVED LAYOUTS WITH THE PRIMARY ELEMENTS OF THE SRT’S STATIONERY SYSTEM - APPROVED #10 ENVELOPE WITH ALTERNATE OPTION.

PARAMETER	
Dimensions	
4.125” x 9.5”	
Weight	
20 lb	
Uncoated white	
Print	
CMYK	
Usage	
-	
The envelop will be used for all mailed communication of SRT.	

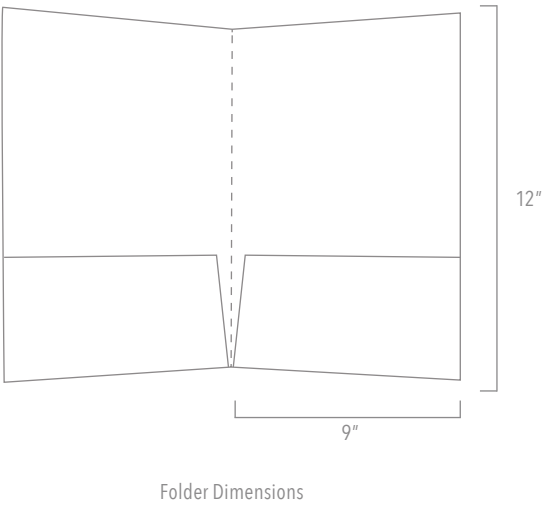
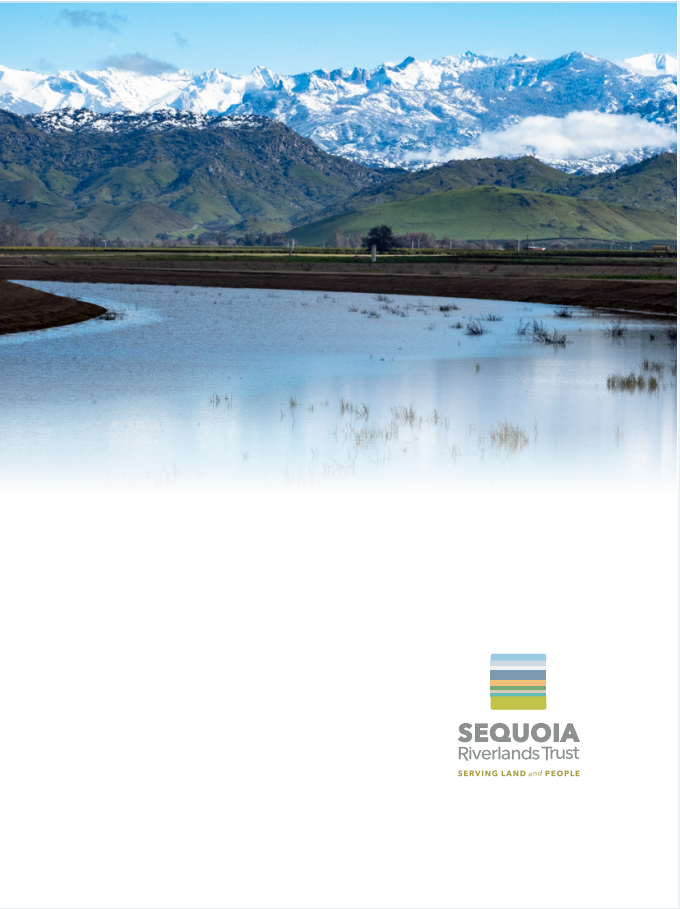


#10 Envelope



#10 Alternate Envelope

PRESENTATION FOLDER



PARAMETER

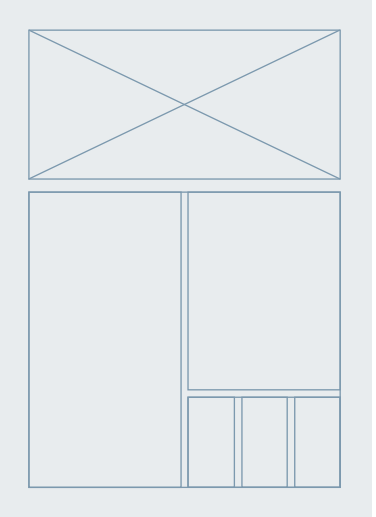
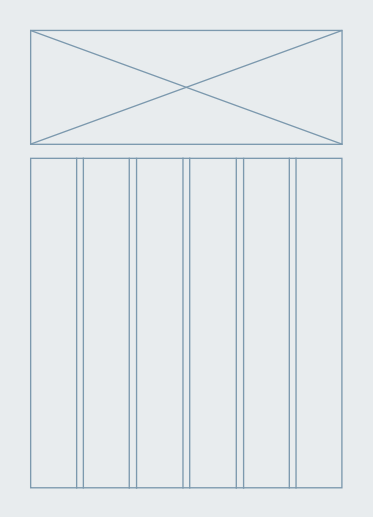
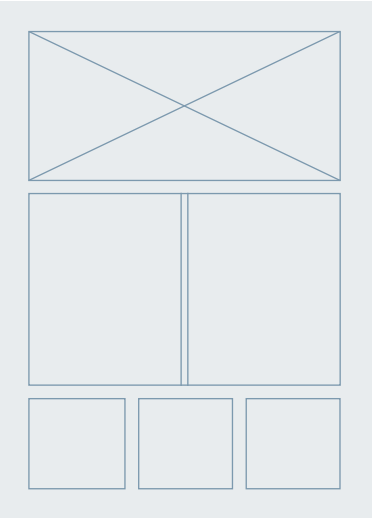
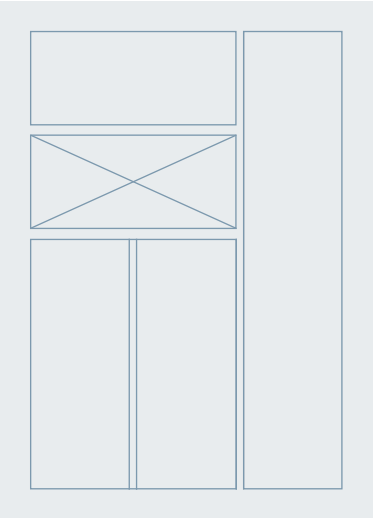
Dimensions	Weight	Print	Usage
9 x 12 inch	400g/m Uncoated white	CMYK	- The presentation folder will be used for SRT's official contact and communication.

SRT PUBLICATIONS

PUBLICATION GRID EXAMPLES TO USE FOR PUBLICATIONS SUCH AS NEWSLETTERS, ANNUAL REPORTS AND OTHER PRINT PUBLICATIONS.

PARAMETER

Grid system that can be applied to various print formats.



PUBLICATION SAMPLES

THIS SHOWS THE APPROVED LAYOUTS WITH THE PRIMARY ELEMENTS OF THE SRT PUBLICATIONS.



SRT Mission Advances

Vistas Newsletter

SRT SIGNAGE

THIS SHOWS EXAMPLES OF SRT'S SIGNAGE THAT ADAPTS TO THE ENVIORNMENT WHERE THEY ARE BEING USED.

PARAMETERS

Horizontal

The SRT logo is centered horizontally and appears in multiple colors.

Signature configurations for SRT's logo and color specifications.

Vertical

The SRT logo is centered horizontally and appears in multiple colors.

Signature configurations for SRT's logo and color specifications.

Signage at location should never have a white background.

If permitted sign base should appear in a nuetral color.



Reclaimed wood plank



Live edge slab of indigenous tree



Indigenous rock

GENERAL GUIDELINES FOR SIGNAGE & WAYFINDERS

THIS SHOWS EXAMPLES FOR SRT'S WAYFINDERS AT VARIOUS OFFICES AND LOCATIONS THROUGHOUT CALIFORNIA.

PARAMETERS

Horizontal

The SRT logo is centered horizontally and appears in multiple colors.

Signature configurations for SRT's logo and color specifications.

Vertical

The SRT logo is centered horizontally and appears in multiple colors.

Signature configurations for SRT's logo and color specifications.

Signage at location should never have a white background.

If permitted sign base should appear in a neutral color.



Live edge slab



Cut limestone



Cut granite

MATERIALS

Materials for signage should be sourced from the location where the sign will reside.

DIGITAL MEDIA

The tone of SRT's digital media should align with the organization's mission and values, which are typically focused on conservation, sustainability, and responsible stewardship of natural resources.

Ultimately, the tone should communicate SRT's dedication to protecting natural resources, promoting sustainable practices, and fostering a sense of compassion for the environment. It should inspire and empower individuals and communities to join in the mission of conservation and preservation.

SRT WEBSITE

THESE LAYOUTS DEMONSTRATE APPROVED LAYOUTS FOR ON THE SRT WEBSITE. THE WEBSITE SHOULD MAINTAIN BRAND CONSISTENCY THROUGHOUT THE INTERIOR PAGES.

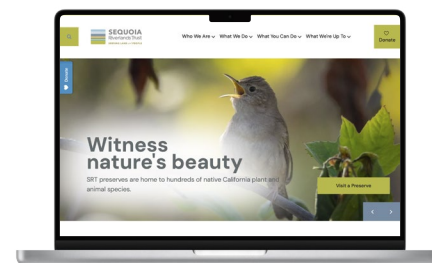
SPECIFICATIONS

Dimensions

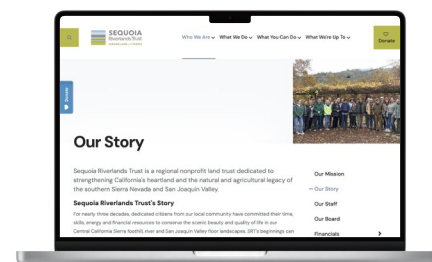
Website is designed to be responsive and will conform to various devices as needed by the user.

Usage

The website should maintain the brand's messaging and provide resources for users to engage with SRT's story in an online medium. It should connect users to various stories and social media outlets.



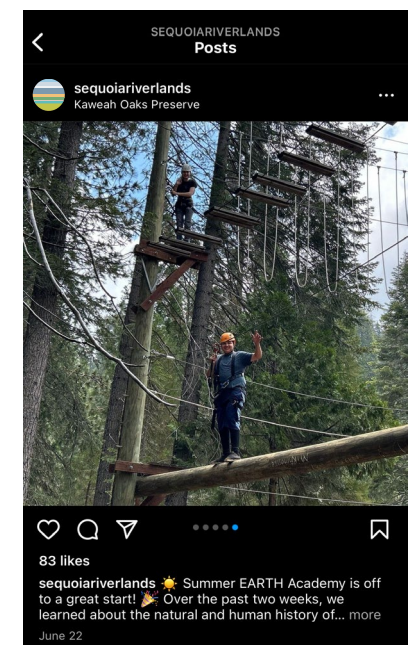
Homepage with slider



Interior page

SRT SOCIAL MEDIA

CREATE A PROFESSIONAL, ENGAGING, AND AUTHENTIC SOCIAL MEDIA PRESENCE BY SETTING CLEAR GOALS, SELECTING APPROPRIATE PLATFORMS, AND PLANNING CONTENT STRATEGICALLY.



PROFILE ICON

Use logomark for profile images to maintain brand consistency on all social media outlets



Profile icon might form a circle

GENERAL GUIDELINES FOR SOCIAL MEDIA



PHOTOGRAPHY

SRT's photography across all mediums should be informative, inspirational, respectful, positive, engaging, and authentic.

WRITING TONE

SRT's writing tone should be educational, inspiring, positive, engaging, inclusive, consistent, and call to action about conversation awareness.

HASHTAG USAGE

SRT's social media hashtag usage should combine informative content with inspirational, action-oriented messaging.

SRT SOCIAL MEDIA TARGET AUDIENCE AND TONE FOR VARIOUS OUTLETS

FACEBOOK

Target audience: Facebook is used by people of various age groups, from teenagers to seniors. However, it has seen significant usage among adults and older individuals.

INSTAGRAM

Target audience: Instagram has been particularly popular among Millennials and Generation Z. The platform's visual nature and features like Stories, Reels, and IGTV appeal to younger demographics.

TIKTOC

Target audience: TikTok gained rapid popularity among teenagers and young adults, and it has been a go-to platform for creative expression, entertainment, and social interactions for this demographic.

X

Target audience: Twitter's user base spans various age groups, with a significant presence among adults. While younger demographics also use the platform, it is commonly used by professionals, influencers, and individuals of all ages.

SRT POWERPOINT

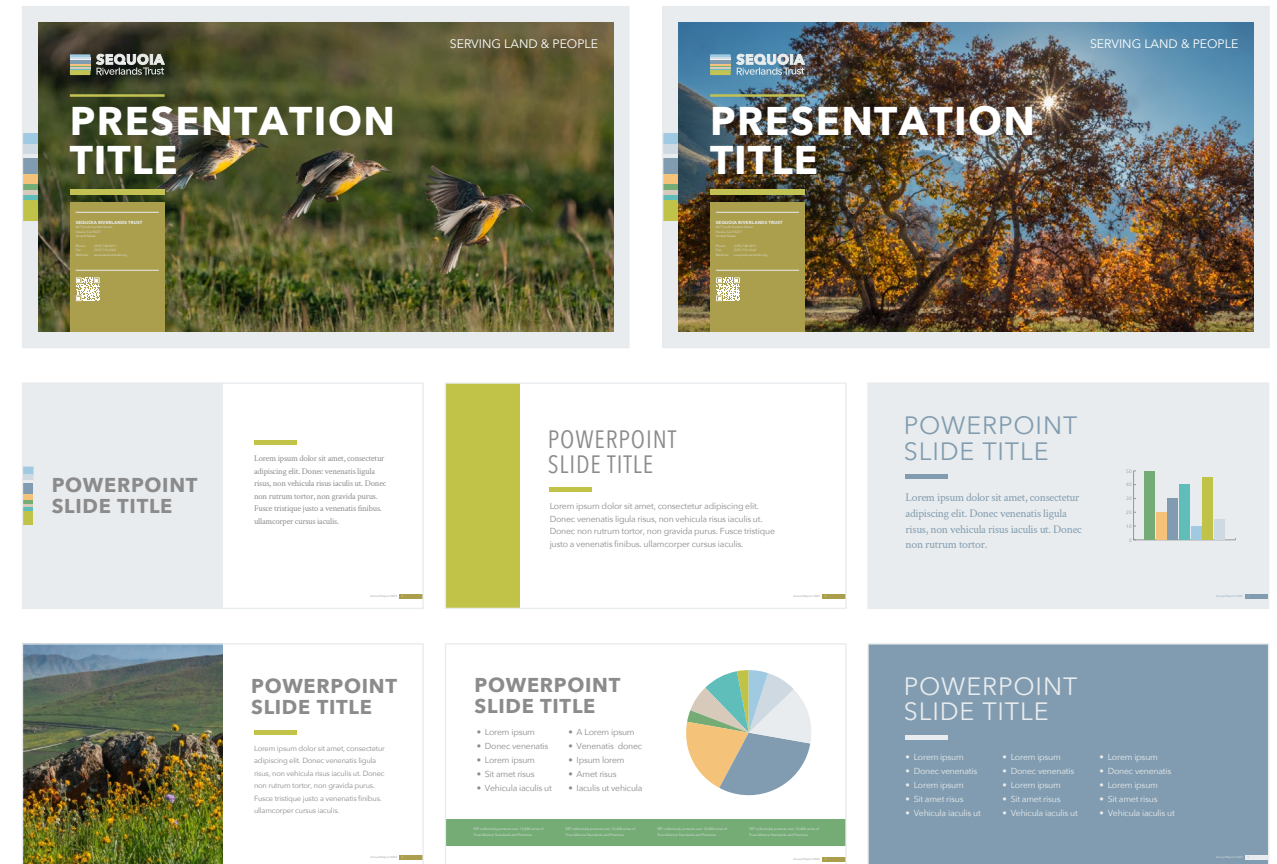
POWERPOINT IS USED AS A TOOL TO ENHANCE YOUR MESSAGE AND ENGAGE YOUR AUDIENCE. SRT SLIDES SHOULD BE MINIMAL TO HELP THE AUDIENCE STAY FOCUSED ON IMPORTANT CONTENT AND KEY POINTS.



INTRODUCTION PAGE

The introduction page of a PowerPoint presentation is an opportunity to grab your audience's attention and set the tone for the rest of your presentation.

GENERAL GUIDELINES FOR POWERPOINT PRESENTATIONS



PHOTOGRAPHY

The key to using photography in a PowerPoint presentation is to enhance your message and engage your audience.

WRITING TONE

The tone of the presentation should align with the purpose and goals of SRT's talk, as well as the expectations and preferences of the audience. Consistency and audience awareness are key to an effective and impactful PowerPoint presentation. Avoid heavy use of text in favor of visuals that illustrate your point.

PRESERVING LAND FOR FUTURE USE



SRT IS INVOLVED IN VARIOUS STRATEGIES AND CONSERVATION EFFORTS AIMED AT SAFEGUARDING NATURAL AREAS, ECOSYSTEMS, CULTURAL HERITAGE SITES, AND OPEN SPACES FOR THE BENEFIT OF FUTURE GENERATIONS.

The southern Sierra Nevada and San Joaquin Valley are characterized by world-class agricultural, biological and scenic resources.

This region is one of the lesser developed areas of California, so we have opportunities to conserve wide open spaces that may allow future generations the flexibility to make choices with the finite amount of land still available to them.

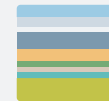
SRT is committed to protecting, in perpetuity, a web of these connected, high-quality conservation lands - ranches, farms, scenic vistas, cultural sites, wildlife habitat and waterways - in the Kings, Kaweah, Tule and

Kern River watersheds. We currently have 73 easements on 25,682 acres and 24 Fee Title properties (including preserves) totaling 10,331 acres. SRT also holds deed restrictions on 2,400 acres on Bureau of Land Management land in Carrizo Plain in San Luis Obispo County, and manages an additional 9,393 acres.

Land conservation can give tomorrow's communities the tools to adapt to potentially harmful environmental changes. Additionally, this region is home to some of the most unique and beautiful species and landscapes in the world.

Land stewardship is an essential component of Sequoia Riverlands Trust's conservation mission in the southern Sierra Nevada, San Joaquin Valley, and Carrizo Plain. Stewardship involves land restoration and the replenishment, respect and continued maintenance of conserved lands.

CONTACT AND IMPRESS



CONTACT

-
Sequoia Riverlands Trust

427 S Garden Street
Visalia, CA 93277
United States

KAWEAH OAKS PRESERVE
29979 Road 182
Exeter, CA 93221
United States

McCARTHY BLUE OAK
RANCH PRESERVE
40865 Harris Rd
Springville, CA 93265
United States

DRY CREEK PRESERVE
35220 Dry Creek Dr
Woodlake, CA 93286
United States

HOMER RANCH PRESERVE
37628 Dry Creek Dr
Woodlake, CA 93286
United States

-
Phone: (559) 738-0211
Fax: (559) 713-6162

sequoiariverlands.org

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427 South Garden Street
Visalia, CA 93277
United States

Phone: (559) 738-0211
Fax: (559) 713-6162
Website: sequoiariverlands.org

